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| Research plan |  |
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|  | Research topic The main topic of researching user engagement in online communities” directly aligns with my project's focus. By exploring strategies to boost user engagement, I aim to enhance the appeal and functionality of my platform. Understanding what motivates users to participate and interact within online communities will help me tailor the platform to better suit their needs and preferences  I chose the topic of enhancing user engagement and activity in online communities because it directly aligns with my project goals of creating a dynamic and interactive platform for music enthusiasts. Understanding the key factors influencing user engagement and exploring innovative strategies, including the potential role artificial intelligence can have, will enable me to design a more compelling and user-centric experience.  In essence, this research serves as a vital guide for creating an engaging online space where music enthusiasts can connect, share their passion, and discover new musical experiences. Main Question “What strategies can be employed to effectively enhance user engagement and activity in online music communities?”   Sub-questions  1. “What are the key factors influencing user engagement within online music communities?” 2. “How can artificial intelligence assist in identifying and recommending key factors to enhance user engagement?” 3. “What are the most effective community management techniques for fostering sustained user activity and participation in online music communities?” | |  |

### Research methods

To answer the questions I will use the Dot Framework.

According to 'ICT Research Methods': "the DOT framework helps to structure the research". The framework consists of five research strategies:

* Library: is done to explore what has already been done and what guidelines and existing theories exist that can help you move your design forward. Since the advent of the Internet, library research has also been called desk research.
* Field: is conducted to explore the application context. You apply field strategy to get to know your end users' needs, wishes and limitations.
* Laboratory: Laboratory research is done to test parts or concepts of your final product. You use laboratory research to find out if things work as you intended or to test different scenarios.
* Showroom: is done to test your ideas with existing work. Showing your prototype to experts can be a form of showroom research or describing how your product is different from the competition.
* Workshop: is being conducted to explore the possibilities. Prototyping, design, and co-creation activities are all ways to gain insight into what is possible and how things might work.

### Time plan

Since the project will be done in an agile way, there will be no concrete time plan.

### Deliverable

With this research plan, I intend to deliver actionable insights and recommendations for optimizing user engagement within online communities. By thoroughly examining key factors influencing engagement and exploring innovative strategies, I aim to provide practical guidance for enhancing the activity and participation levels in such communities. Additionally, I seek to highlight the potential role of artificial intelligence in identifying and recommending effective engagement strategies. Ultimately, the outcomes of this research will inform the development and refinement of my music platform, ensuring it fosters a dynamic and interactive online community where users can connect, share, and explore their passion for music.